Reviewer’s report

Title: What do we know about the effects of exposure to 'Low alcohol' and equivalent product labelling on the amounts of alcohol, food and tobacco people select and consume? A systematic review.

Version: 0 Date: 04 May 2016

Reviewer: John Garcia

Reviewer's report:

This is an excellent, well conducted review. With one minor comment that would leave open the potential for regulation on the basis of the authors own arguments, I believe this should be published.

The authors state that the review "found that the current evidence base is insufficient to reliably inform policy in this area". In the following sentences, it is stated that evidence was inadequate. However, the authors also state there are findings in this review that "give some credence" to the policy proposition that exposure to "low alcohol and equivalent labeling on alcohol, food and tobacco products can shift consumer perceptions of labeled products”. The triangulation of evidence is discussed and authors draw the correct conclusion that "these findings indicate that labels of these kinds alter adults' perceptions concerning the content of products ... with potential to license consumption of the labeled product." One might argue that this may be a sufficient, constitutionally justifiable basis for policy development -- while at the same time calling for more and better quality evidence, as the authors have done.

With this minor suggestion, I believe this should be published.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
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No
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I am able to assess the statistics

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